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ABSTRACT

A bibliography on cooperative education and entrepreneurial development by colleges and universities is presented. This type of program establishes businesses in college communities, enabling students to participate in apprenticeships while the university increases its contribution to the community's stabilization and development. Contents include publications on: the philosophy of cooperative education and survey of programs; the small business; the franchise; minority-owned enterprises; business ventures in hotel, restaurant, fast-food service, dry cleaners-laundry, proprietary day-care facility, and bookstore areas; business capital; franchising; marketing; accounting; legal considerations; management; problem solving; finances; taxes; evaluation; technical assistance; and reference resources. For each of the topics, an annotation of the pertinent considerations and questions is provided. (SW)

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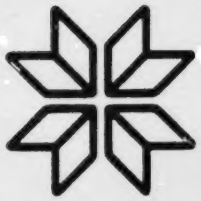

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COOPERATIVE EDUCATION: ENTREPRENEURIAL DEVELOPMENT BY COLLEGES AND UNIVERSITIES

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INTRODUCTION

The Phelps Stokes Fund has attempted to relate the world of work directly to the academic world through an innovative program called "Cooperative Education: Entrepreneurial Development by Colleges and Universities (CEEDCU). In this project, the Fund takes the concept of cooperative education one step beyond its traditional limits to exploit opportunities for mutual development through new, more interdependent roles for the universities, students, and the business community. It proposes to establish businesses in college communities, enabling students to participate in well-directed, career-influencing apprenticeships while the university increases its contribution to the community's stabilization and development. The project is designed to direct developing institutions into profit-making enterprises that allow them to grow by relating their academic concerns and skills to their constituents' economic needs and the resources that can be mobilized for meeting them.

It has been clear for some time that the blending of practical work experience with classroom learning (i.e., cooperative education) is a constructive approach to the often traumatic transition from college to the world of work. Not surprisingly, cooperative education ranks fourth on the list of priorities set by the Southern Regional Education Board for post-secondary education in the South. The Board's position underscores what many college graduates have already ascertained, that although degrees and certificates are essential to many career ladders, the relationship between degree programs and specific occupations is not always direct.

This annotated bibliography is a first step towards realizing the goals of the Phelps Stokes Fund in cooperative education. It is a compilation of publications already prepared by federal and private agencies, as well as by individuals with entrepreneurial experience to share. The bibliography begins with generalized listings in the area of cooperative education and entrepreneurial development, and moves through increasingly specific areas of concern. The specific listings trace the establishment of a business from the feasibility phase, through the start-up phase, to the operational phase- the solidified and ongoing business enterprise.

This bibliography is a first endeavor, and as such, does not purport to be all-inclusive; nor does it guarantee that all entries are pertinent to the types of businesses endorsed for this project by the Phelps Stokes Fund. The bibliography is suggestive, and the materials recommended by it may require modification to meet each situation.

I. Cooperative Education

A. Philosophy

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D. Selected Ventures

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III. Financial Feasibility

A. Venture Capital

It costs a lot to start even a small business. Can you find the initial capital? Can you predict the profitability of your future enterprise? These resources identify private and public sources of small-business capital, noting the constrictions that these can suffer when the economy is slow. They offer guidelines both for the buying or selling of a small business and also for the projection of the profits.

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C. Finances

How can a venture's financial resources be used to maximize its profits? Or, needing capital in order to continue operations, where might the entrepreneur take his appeal? These resources tell how, on the one hand, to control prices, manage profits, and manage cash flow, and how, on the other, to secure additional bank credit or public financing.

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U.S. Small Business Administration. Pricing in a Services Business. Washington, D.C.:Government Printing Office, 1969.

Wood, E.G. Bigger Profits for the Smaller Firm. Boston, Massachusetts: Cahners Books, 1972.

D. Taxes

Knowledge of tax laws can increase a small firm's net profits. These resources explain several tax saving devices, cutting through the maze of tax law for the manager.

Commerce Clearing House. Federal Tax Guide - 1976. Chicago: Commerce Clearing House, 1975.

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What is the future of the venture? Where is it now? These resources show how to take the pulse of a small business and guide it to long term health.

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F. Technical Assistance

This country has committed itself to the survival of small firms and to the proliferation of minority businesses. Below are directories to public and private assistance programs for small and minority-owned firms.

U.S. Department of Commerce, Office of Minority Business Enterprises. Directory of Private Programs Assisting Minority Business. Washington, D.C.: Government Printing Office, 1970.

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U.S. Small Business Administration. Sources in the Federal Government. Washington, D.C., 1970.

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U.S. Small Business Administration. Franchise Index/ Profile: A Franchise Evaluation Process, by C.R. Stigelman. Washington, D.C., 1973.

VI. Reference Resources

Information not found in the foregoing might be here. Among the bibliographies, directories, guides, encyclopedias, statistical almanacs, and periodical publications listed below should be at least some basic data on almost any other matter that the prospective entrepreneur would wish to research at this stage.

Businessman's Information Guide. New York: American Institute of C.P.A.'s, 1972.

Directory of Franchising Organizations: A Guide to Franchising. New York: Pilot Books, 1977.

Directory of Information Sources on Starting and Running an Independent Business. Briarcliff Manor, New York: Business Advisory Publishers, 1971.

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